



## WildBrain CPLG scores new deals for emoji® in EMEA

WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, has signed a wave of new deals for emoji® - The Iconic Brand in EMEA.

Brokered on behalf of the emoji company, the licensee agreements in Europe include: Nestlé España S.A in Spain for a 50cl sports-cap water bottle with six different label designs, following the success of the 33cl emoji® bottles in 2019; Clementoni in Italy for a colourful puzzles range including 104 and 180-piece Supercolour Puzzles, alongside an Impossible 1000-piece Puzzle; and a renewal in France with leading postal service La Poste for a second humorous stamp collection featuring some of the most popular emoji® icons, in addition to 60 digital stamps which are available to print or collect until the end of 2020.

In the Middle East, new partners joining the emoji® licensing programme include: Sun Ce for back-to-school products; Trucare for home and accessories; One2One for shopping mall events; and Riva for a direct-to-retail range covering women's and children's apparel and accessories. Additionally, Spurt South Africa is developing swim caps for the South African market.

Pau Pascual, VP Southern Europe and Managing Director Iberia and MENA at WildBrain CPLG, said: "With emoji® brand icons being instantly relatable and understandable in every language, the emoji® brand has become an intrinsic part of our daily lives all over the world. These partnerships offer consumers in EMEA exciting new ways to engage with the brand and fun avenues of self-expression."

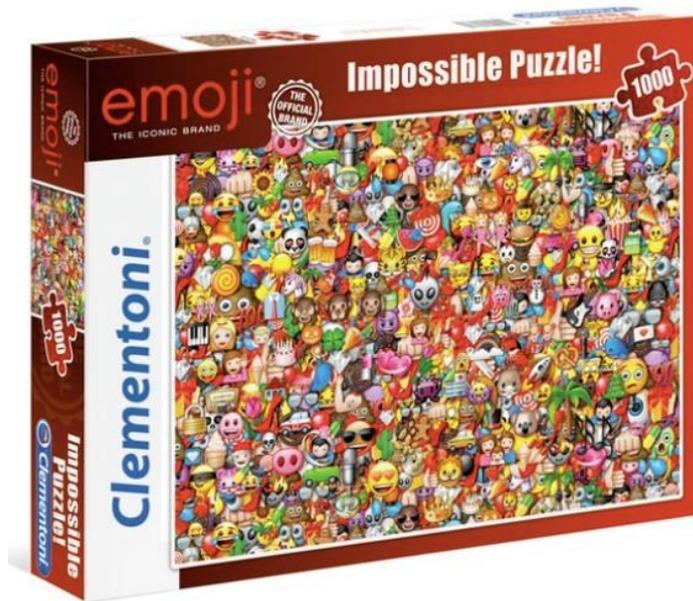


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**LA POSTE X EMOJI**

**Ha ! Ha ! Ha !  
Miaou ! Smack !**

**emoji®**  
THE ICONIC BRAND



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### **About emoji® -The Iconic Brand:**

The emoji company is the owner of the registered emoji® trademark in up to 35 classes for goods and services in more than 100 countries around the world.

The emoji company's extensive rights portfolio covers more than 1,000 trademarks and more than 20,000 emoji® brand icons and designs protected under copyright laws and available for legal licensing and merchandising, promotions and marketing activities.

Official partners include more than 850 world famous global licensee including Sony Pictures Animation, Ferrero, Burger King, Zara, Unilever, The Hershey Company, Walmart, Danone, Nikon, Fuji, Nestlé, Lidl, Kellogg's, Danone, Nikon, Aldi, Pepsico,, Miss Sixty, the BBC, C&A, The French Post amongst many others.

The globally awarded emoji® brand was decorated as the 3rd most influential brand behind Lego and Coca-Cola by industries Powerlist in 2017. With a retail revenue of more than 800 Million US\$ the emoji company is on position # 57 of the Top 150 Global Licensors and the emoji® brand is one of the most influential universal lifestyle brands.

**For licensing inquiries please contact us at [licensing@emoji.com](mailto:licensing@emoji.com) or visit our website [www.emoji.com](http://www.emoji.com)**

### **About WildBrain CPLG**

WildBrain CPLG is one of the world's leading entertainment, sport and brand licensing agencies, with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Greece & Turkey, Russia, the Middle East, and the US. With more than 45 years of experience in the licensing industry, WildBrain CPLG provides each of its clients with dedicated licensing and marketing industry professionals and a fully integrated product development, legal and accounting service. WildBrain CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense. Please contact us or visit the WildBrain CPLG website for more information: [www.cplg.com](http://www.cplg.com)